

**TERMS OF REFERENCE**

**Evaluation of the Drama Serial “Sammi”**

**1. Introduction**

This Terms of Reference is being circulated for the evaluation of a full-length television drama serial entitled “Sammi” which is being produced by the Center for Communication Programs Pakistan, in partnership with MD Production and with support from DFID-funded Empowerment, Voice and Accountability for Better Health and Nutrition project and USAID-funded Health Communication Component of the Maternal and Child Health program.

The drama serial consisting of 20 episodes will be broadcast on Hum Television, a mainstream entertainment channel with an eclectic audience. The script has been written by renowned drama writer Noor ul Huda Shah. The duration of fresh content of each episode will be 38 minutes to 42 minutes (fresh software without title, recap, coming up and end credits). The drama serial will begin airing at the end of January 2017.

**2. Background and Context**

**2.1 About Center for Communication Programs**

Center for Communication Programs Pakistan (hereafter Center) is a sister organisation of Johns Hopkins Center for Communication Programs (CCP) based in Baltimore, United States. Center is dedicated exclusively to the study and practice of development communication. Center is an independent non-governmental organization since 2011. Center has a rich heritage of over 30 years of dedicated experience in providing technical leadership in strategic social and behaviour change communication design, programming, research, and capacity strengthening. Center is a premier institution that exclusively excels in the study and practice of development communication to save and improve lives in Pakistan.

Through social and behavior change communication, advocacy and community mobilization, Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities. Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people.

**2.2 Current Projects**

Center is currently implementing activities under two projects both of which focus on Maternal and Child Health: 1) Empowerment, Voice and Accountability for Better Health and Nutrition (EVA) funded by DFID, and 2) the Health Communication Component (HCC) of USAID’s Maternal and Child Health Program.

Under EVA, Center leads the implementation of the communication activities and is responsible for undertaking a set of communication and media interventions to create a supportive social climate for improving RMNCH and nutrition status. It seeks to do so by informing, educating, and motivating people to bring change with regard to maternal and child health.

Under HCC of the USAID MCH Program, Center is working in close collaboration with the prime partner, Johns Hopkins Center for Communication Programs (CCP), to develop a focused, harmonized and strategic communication program for the overall MCH Program. Specifically, Center is leading the design and implementation of an effective package of social and behavior change communication interventions at the individual and household levels.

**2.3 Health Communication and the drama serial “Sammi”**

Health communication plays a pivotal role in bringing social change and improving healthier behaviors for improving mother and child health outcomes and reducing maternal and child mortality. The format of entertainment education as a tool has the potential to not only change individual behavior but provides an impetus for change in social conditions and perceptions. The drama serial “Sammi” will serve as a vehicle for public advocacy and direct health messaging, and a part of the larger narrative of the audience members’ lives.

The drama storyline is aligned with the aspirational and participatory approach, which underpins all communication interventions and audiences. It seeks to become the symbol for healthy mothers, healthy and smart children and happy and prospering families. Each member of society, through this unified theme, will be able to understand his or her role (bright stars) in helping to make a bright future a reality.

**2.4 Use of Entertainment Education in Sammi**

“Sammi “seeks to maximize the reach and effectiveness of health and social messages through a combination of entertainment and educational messages in the storyline. The overall objective of the drama serial is to raise knowledge on a range of mother and child health issues prevalent in Pakistan. The messages conveyed through this drama serial are intended to lead to positive actions at both household and community levels. By increasing knowledge and bringing a change in behavior, the drama serial may also impact policy, program development and implementation.

Health and social messages are integrated and woven throughout the different episodes and the transitional characters model will address the behavioral objects while using an entertaining and engaging storyline. Key messages woven through the drama episodes are focused on healthy spousal communication, family planning as a health measure, issue of son preference, antiquated and rigid custom of *vanni*[[1]](#footnote-1), mothers as strong role models for her children, in particular daughters and the value of a girl child.

**2.5 Target Audience**

The primary target audience for the drama is men and women of reproductive age. This is the audience where we want to see the core shift. This drama provides an opportunity for the new generation of younger married couples to transform conversations and have different types of relationships with their partners, families and peers.

The secondary audience the drama seeks to target is that of adolescent girls and boys. Since Pakistan has one of the largest youth bulges, with 35 per cent of the population aged 15 or under, it is important to provide them with accurate social and reproductive health information. The drama provides a means to do so in an entertaining and innovative way and provides as opportunity for us to learn more about the challenges this group faces.

**2.6 Objectives of the Drama Serial**

Specifically, the drama seeks to to meet the following social and behavioral changes /communication results by the end of the telecast:

* Increased knowledge and self-efficacy of individuals and households to discuss, agree upon, and plan to access MNCH and family planning services.
* Increased access of individuals and households to MNCH and family planning services, and practice healthier MNCH and family planning behaviors.
* Increased knowledge and confidence, empowerment among women to make their own decisions regarding their health and the health of their children.
* Increased comfort and willingness of families and communities to challenge the notion that MNCH and family planning are solely the responsibility of women and respond to them as “family” issues.
* Increased confidence in the public health sector through an improvement in demand for safe and effective health services for maternal, newborn and child health, and family planning.

The drama anticipates that the households and communities will have the knowledge and feel inspired to go against norms and/or traditional (and religious) beliefs and practices to support women (and men) in their decisions to use family planning and access MNCH services in order to save the lives of women and children.

**3. Scope of Work**

**3.1 Evaluation Focus**

Center wishes to commission a consultant or a team of consultants to undertake an evaluation to assess the impact, effectiveness and reach of a full-length drama serial. The evaluation will also gauge the extent to which the messages it sought to convey were delivered, understood, deliberated and acted upon. The evaluation will thus focus on participants’ opinions of the drama storylines and characters, what they ‘took away’ from it, and to what extent they critically engaged with the educational and informational objectives of the drama.

Key themes that research questions should focus on include:

* Exposure and Recall of the social and health messages in the drama
* Relevance and relatability to characters and storyline
* Changes in perceptions and attitudes
* Actions that people have taken as a result of viewing the drama

By focusing on these themes, the drama evaluation should be able to offer key lessons from the use of entertainment-education as a genre for conveying key health and social messages. It should also provide key insights into practices and lessons learnt from using a drama to convey these messages. The evaluation data should provide a rich understanding into how regular viewers engaged with the drama serial and the impact it had on individual, interpersonal and social levels. Precise research questions will be developed in view of the final script and during the inception phase of this evaluation when the research design and methodology is further refined.

**3.3 Geographic Scope**

Given the widespread reach of Hum Television, and the regional focus, it is proposed that the evaluation be in the areas of Southern Punjab, interior Sindh and Khyber Pakhtunkhwa. Further stratification and clustering may be proposed accordingly. The focus on three provinces would allow us to capture the varied understanding and contexts in which messages are received and acted upon.

**3.4 Suggested approach**

The evaluation should draw on a mixed and multi-method approach to assess the impact of the drama. Using both qualitative and quantitative methods, information collected will be triangulated to inform a rich and detailed analysis accounting for differences across gender, region and social context. It is important to note that the research questions and methodology shall be refined in the inception phase. They are provided only to highlight a suggested approach to this evaluation. To capitalize on audience recall and assess short term impact the evaluation should take place within two weeks of the telecast of the drama serial. The evaluation methodology relies on triangulation of sources and methods to ensure validity and reliability of the results.

Dramas of this genre have been evaluated to assess their success in delivering the intended messages and impacting people’s thinking and behavior.

**3.5 Outputs**

The consultant/s is expected to produce:

* A detailed research protocol including research questions, detailed methodology for qualitative and quantitative methods, justification for selection of geographic focus, time line and data collection tools. (The tools must be pretested, finalized and approved prior to commencement of fieldwork)
* A draft report, including findings, conclusions and recommendations.
* A final report, including a synthesis of main findings, an executive summary, body, annexes and relevant supporting documentation (interview transcripts, survey data etc.)
* A PowerPoint presentation based on the findings of the final report.

1. **Instructions for Responding**

**4.1 The Submission Process**

Applications may be submitted no later than 4 pm,December 26, 2016 and should include the following:

1. A cover letter introducing the consultant or a team of consultants, and how the capacities and expertise stated above are met with concrete examples. The cover letter should also outline an approach and methodology;
2. Any CVs of any attached key team members and any experts for developing the research tools and implementation plan.
3. The proposed research plan, timeline and methodology; and
4. An indicative budget for the proposed evaluation.

The technical and financial proposals should be sealed and submitted in two separate envelopes. Availability to undertake this assignment (including travel to Pakistan, if needed) should be clearly indicated.

The mailing address for submission of applications is:

Administration and HR Department,

Center for Communication Programs Pakistan

Plot 23, Street 39, I&T Center, G-10/4  
Islamabad 44000, Pakistan.

**4.2 Clarification Questions**

Any questions should be submitted via email, no later than December 15, 2016 at

[info@ccp-pakistan.org.pk](mailto:sarah@ccp-pakistan.org.pk)

1. **Evaluation Criteria**

Applicant responses will be assessed using the following criteria and weightings. A score will be given for each part of the information submitted that is to be assessed. The qualitative aspects of your response will be evaluated entirely on your response submitted.

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| **Criteria** | **Weighting** |
| Knowledge and experience | 30% |
| Methodology and approach | 30% |
| Work plan | 20% |
| Costing and value for money | 20% |

Contract finalization and execution is expected to take place by the first week of January 2017. Only short-listed applicants will be contacted. Center reserves the right to reject any or all the proposals without assigning any reason thereof.

1. **Statement of Requirements**
   1. **Expertise Required**

We are seeking a national-level consultant, or a team of consultants, that will have the following capacities:

* Demonstrable expertise on the thematic areas identified, particularly working on communication initiatives such as films and television dramas.
* Demonstrable experience in developing technical and/or research content on entertainment education in Pakistan, preferably within the context of development and/or RMNCH and nutrition.
* Demonstrable experience of working with government, international donors, and international non-governmental organisations.
* Familiarity with the development and/or RMNCH and nutrition context of Pakistan; and
* Experience and technical knowhow in carrying out qualitative research through dialogical approaches.
* Experience and technical expertise in survey methodology and sampling techniques.

**6.2 Reporting and Management**

The consultant will work closely with and report to the Monitoring and Evaluation Specialist (Center’s Islamabad office). Center’s larger programme team will review the materials developed for technical content and accuracy, and an editor will edit the draft for clarity, language, and uniformity between the various materials.

Payments will be made on the basis of payment scheduled, subject to satisfactory deliverables as per payment schedule, and the submission of a valid invoice.

**6.3 Travel Requirements**

The appointed consultant, or the team led by the consultant, is expected to travel to the relevant offices and to focus districts as required for the delivery of the requested services.

**6.4 Timeline**

The contract awarded will be determined by the proposed timelines based on the final methodology. The deliverables will be completed and submitted on an on-going basis, subsequent to the day of the signing of the contract between the consultant and the organization. This includes time for the review and feedback by the Monitoring and Evaluation Specialist.

1. This is a custom in which young girls are forcibly married as part of the punishment for a crime committed by her male relatives. They are given as “blood money” to the aggrieved party. [↑](#footnote-ref-1)